

**METHOD, SYSTEM AND PROGRAM PRODUCT FOR MANAGING ITEMS  
AVAILABLE FOR ELECTRONIC PURCHASE**

**ABSTRACT OF THE INVENTION**

Method, system and program product for managing items available for electronic purchase. One or more high frequency items can be displayed on a high level page. The items can be located for display by automatically generating a query for each level of a hierarchical structure in which the items are stored. Additionally, one or more high frequency items can be presented to an administrator for a group of users who can select one or more of the high frequency items for display on a high level page presented to each user in the group of users.